



When You Receive an Exclusive CMA Lead from RealEstate.com

You will assist the consumer to find their home's current market value and provide them with a suggested listings price. We email a preliminary "Home Value Estimate" from comparable sales information in our database. However, this estimate does not take into account the home's unique features such as location, improvements or renovations. This is where your expertise and knowledge will provide a precise value. In the event that the consumer is not ready to list the home, there is a seed planted and you should incubate and work the lead as a listing opportunity.

- Call within *minutes* not hours. ***Our most successful agents do this without fail.***

Upon contact:

This is Jim Denny with ABC Realty. I just received your information from RealEstate.com. You should have received by this time a preliminary "Home Value Estimate". This is compiled from comparable sales in your area. However, this estimate may not take in to account your home's unique features, such as location, improvements or renovations. I am familiar with your neighborhood and know what adds value to bring a premium price. When would be a good time for us to sit down together and discuss these unique features to determine a precise value of your home?

During this appointment list the features and schedule a follow-up appointment to present the complete comprehensive CMA.

- If you do not reach them with your first attempt leave a positive and upbeat message.

This is Jim Denny with ABC Realty. I just received your request to assist you to determine the value of your home from RealEstate.com. I would like to introduce myself and hear about your homes unique features to give a more precise value. Please call me back at 704-323-5672. Again, this is Jim Denny with ABC Realty; my number is 704-323-5672. I really look forward to hearing from you.

- Two hours later call again.

This is Jim Denny with ABC Realty, trying to catch up with you. Please call me back at 704-323-5672. Again, this is Jim Denny with ABC Realty; my number is 704-323-5672. I really look forward to working with you.

- Two hours later, send them an email.

The email should include at least one home from your MLS service that recently sold in their area.

- If you have not received a response after 24 hours,
 1. Drive by the home and note a few unique features.
 2. Send a hand written note, addressing one of those features.

Mr. Jones,

I was recently in your neighborhood and was very impressed with the beautiful curb appeal of your home and how lovely your flower beds were. Let's meet for coffee to talk about the other unique features so I can provide you with a precise value of your home.

I am the Realtor you are looking for!

Jim Denny

- Finally, add them to a monthly distribution for emails and mailings.

This is what our most successful agents do without fail.

The lead you abandon could be the lead that will call another agent back in three or six months!

For more tips and information to help increase your real estate business, visit our agent success website at www.agentsuccessonline.com